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EDITH NORTH

PELARGONIUMS GERANIUMS

Pelargoniums are one of the leading blooming plants for Easter, Mothers' Day, and Memorial Day sales. Springtime, Edith North, Easter Greeting, Lucy Becker, Swabian Maid, Wurtenbergia, and Mrs. Loyal can easily be had in bloom from March through April, May and June. The other varieties begin blooming the latter part of April and are at their best throughout May and early June.

Wholesale Price List

===== 1933 =====

R. M. HENLEY

Pelargonium and Geranium Specialist

Hartford City,

Indiana



BENCH OF SPRINGTIME

FACILITIES

For twenty years we have been growing pelargoniums and geraniums in quantity and shipping to the wholesale trade. Years ago we discarded the old varieties which had been superceded by newer and better sorts. As new varieties are disseminated, we add them to our list provided they are an improvement over the older kinds. Our stock is arranged so we can propagate continuously throughout the year. We grow all of our stock in the greenhouse and it is especially selected for blooming qualities and freedom from disease. Plants propagated from greenhouse stock are far suuperior to those taken from field grown plants. All stock is perfectly free of white fly. With ten houses devoted exclusively to pelargoniums we are the largest growers of this plant in America. Two iron frame Lord & Burnham houses, 40x100 feet have been constructed to increase our production of pelargoniums. All plants are strong, well rooted, free of white fly and other insects. Clean stock means a great deal to our customers. We spare no expense to have our stock healthy and free of fungous diseases. Several thousand pelargoniums are propagated every month of the year and we grow them in large enough quantities so that quality stock can be produced. Every few days we receive letters complimenting the quality of our plants.

Pelargonium Prices

German Glory - Lucy Becker - Pride of Quedlinburg
Gardener's Joy - Wurtembergia - Wolfgang Goethe
Prince Bismarck - Swabian Maid - Mrs. Loyal

Size	Per Dozen	Per 100	Per 1000
Rooted Cuttings	\$.50	\$ 3.00	\$ 25.00
2-inch	.75	5.00	45.00
3-inch	1.20	8.00	70.00
4-inch	2.10	15.00	140.00

THE PRINCESS - BEAUTIFUL

Size	Per Dozen	Per 100	Per 1000
Rooted Cuttings	\$1.20	\$ 8.00	\$ 70.00
2-inch	1.50	10.00	90.00
3-inch	2.00	13.00	120.00
4-inch	3.00	20.00	185.00

Edith North - Easter Greeting - Diener's Giant
Springtime - Lavender Queen

Size	Per Dozen	Per 100	Per 1000
Rooted Cuttings	\$.65	\$ 4.00	\$ 35.00
2-inch	.90	6.00	55.00
3-inch	1.35	9.00	80.00
4-inch	2.25	16.00	150.00

For shipment in Neponset paper pots add: 3-inch, 60c per 100; 4-inch, \$1.00 per 100.

Six at dozen rate; 25 at 100 rate; 250 at 1000 rate.

PELARGONIUMS - - - VARIETIES

EDITH NORTH—Novelty, 1930

A most valuable addition to this race of pot plants and we consider it the best variety yet disseminated. It has a wonderful habit, holding its trusses of flowers well above the foliage. The color is rose-pink, shaded deeper pink on upper petals, blotched dark brown. Each flower head has six to nine florets, each floret measuring about two inches. Foliage is of heavy leathery texture and it is a very vigorous grower. It is unsurpassed for Easter, Mothers' Day and Memorial Day.

SPRINGTIME (New)

Springtime is considered one of the very best varieties of pelargoniums. The flowers are daintily ruffled and are of a distinctive bright pink color. The throat of the flower is almost pure white with bright pink petals, bordered with a white edge. This variety makes a very vigorous growth, and produces a shapely plant with good foliage. It has a very long period of bloom, and is at its best from early April until July. The flower holds its petals well.

GERMAN GLORY

Large clusters of flowers that are Cattleya blue with a long period of bloom. The upper petals contain two large crimson spots. This variety has a very robust growth and is beautiful and popular. We consider it as one of the best varieties, as it makes a splendidly shaped plant with a mass of gorgeous blooms.

EASTER GREETING

The enormous flowers are a bright red, each petal being marked with a large black blotch. This variety is remarkable on account of its long blooming season, not only producing its prime crop very early in the spring, but ordinarily continuing from March until fall, as do its three sports.

LUCY BECKER

This grand variety is a sport of Easter Greeting and is like it in everything but color, which is a pleasing rosy pink, and it is a very free bloomer. A splendid variety.

WURTEMBERGIA

Sport of Easter Greeting. Flowers are a much deeper red than its parent, with large velvety black blotches. A strong grower.

SWABIAN MAID

A fine sport of Easter Greeting with brilliant salmon flowers of large size, strikingly set off by black blotches at the base of each petal.

GARDENER'S JOY

The ground color is white and apple-blossom pink, the two upper petals having blotches of deep brown. It has large clusters of flowers and very beautiful foliage. The best light colored variety.

PRIDE OF QUEDLINBURG

This variety was imported from Germany where they specialize in hybridizing pelargoniums. It is a very strong grower and a free bloomer. The color shades from a light to a very dark salmon pink.

IMPROVED MRS. LAYAL

The true pansy pelargonium. The coloring and marking of the flowers are most extraordinary; light pink, white, dark purple, black, etc., rivaling the pansy in uniqueness of flower. It begins blooming early in March.

PRINCE BISMARCK

Immensely large flowers, strongly crimped, of a fine shade, of rich lavender, with velvety black blotches, with a remarkably robust habit.

WOLFGANG GOETHE

Flowers are large and slightly crimped, ground color red, with five well defined violet black spots. Robust grower.

THE PRINCESS (H. P. Friederichsen) Novelty 1933

The originator considers this seedling to be one of the best pelargoniums yet produced. The color is a lavender pink with foliage similar to Easter Greeting. It makes a short stock growth with an extremely long period of bloom.

BEAUTIFUL (H. P. Friederichsen)

New pink sport of Easter Greeting. In color it is a pink between Easter Greeting and Lucy Becker with dark markings. Foliage and blooming qualities are the same as Easter Greeting with a slightly dwarfer growth.

LAVENDER QUEEN

Color is similar to Lucy Becker but more of a lavender with light blotches on all petals. Foliage is similar to Easter Greeting with a growth more like Prince Bismarck.

DIENER'S GIANT

Foliage and habit like Swabian Maid with a light salmon pink flower with dark brown blotches on two upper petals. Flower is very large and it has a desirable color.

We are the Largest Growers of Pelargoniums
in the United States

Geraniums

Our geraniums are propagated from selected stock that is grown in greenhouse benches. The list comprises only the best varieties in each color.

Alphonse Ricard—Standard red variety, brilliant vermilion in color.

Radio Red—Intense scarlet, the best dark red variety.

Madam Buchner—Best double white.

Fiat (new)—Dark salmon pink of a lovely shade.

Irvington Beauty (new)—Rose pink and free flowering.

Michell's Sensation (new)—Brilliant red, poinsettia colored with double flower heads. Free and early bloomer.

RICARD - RADIO RED - BUCHNER

Size	Per Dozen	Per 100	Per 1000
2½-inch	\$.65	\$4.00	\$37.50
3 -inch	1.00	7.00	65.00

FIAT - IRVINGTON BEAUTY

2½-inch	\$.75	\$5.00	\$47.50
3 -inch	1.20	8.00	75.00

MICHELL'S SENSATION

2½-inch	\$.90	\$6.00	\$57.50
3 -inch	1.35	9.00	85.00

25 at 100 rate; 250 at 1000 rate.



FIAT GERANIUM

TERMS OF SALE

PRICES

Our prices for 1933 are the lowest in the twenty years that we have been growing pelargoniums, and are as low as good plants of high quality will permit. They can now be grown as cheaply as geraniums and will give a much larger profit. Refer to the classified columns of the Florists' Review or Florists' Exchange for varieties and sizes ready for prompt shipment.

Five percent discount for cash with order; two percent, ten days; sixty days net.

REFERENCE

Orders from unknown parties must be accompanied by cash or satisfactory references. Please furnish us with three references in the trade with whom you have been doing business. All C. O. D. orders must be accompanied by at least 25 percent of the amount of order.

CERTIFICATE OF INSPECTION

We have a certificate of inspection, issued by the Indiana State Entomologist, certifying our stock to be free from injurious insects and diseases. A copy of this certificate is attached to every shipment. We are not in, nor near, the Japanese Beetle zone.

PACKING

We pack carefully. Years of experience have taught us how to pack plants to arrive in the best condition. Our count is liberal. Numerous shipments have been made to Canada, Mexico, Pacific and Atlantic coasts which have arrived in splendid condition. In cold weather we use plenty of newspapers and wrap on outside when necessary, so very seldom do we have a shipment frost bitten. Please report promptly any damaged ship-

ment to the express agent at destination so that he can examine shipment and verify claim.

We recommend shipping four-inch in paper pots. Additional charge for Neponset paper pots is as follows: Three-inch, 60c per 100; four-inch, \$1.00 per 100.

OUR GUARANTEE

We endeavor to make every shipment satisfactory to our customer. Should any shipment not be as we represent, please report to us at once.

CULTURAL INFORMATION

At the same time that this folder goes to press, we are having cultural information printed on the growing of pelargoniums. A copy will be sent with each order.